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U.S. Bureau of Foreign
and Domestic Commerce

Aiding export trade in
shoes and leather...

Washington

1922

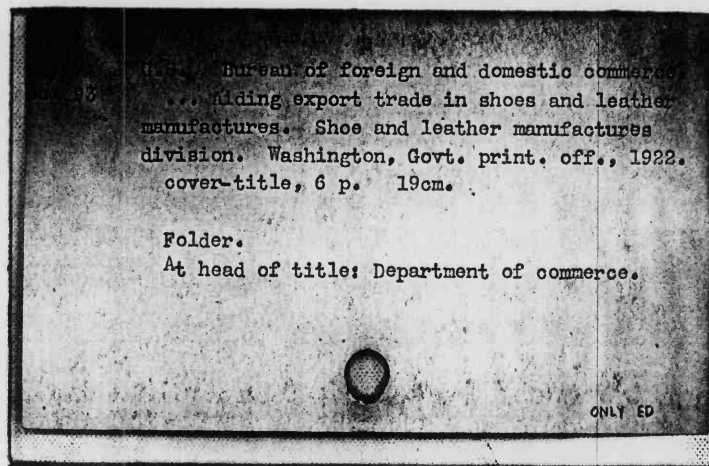
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DEPARTMENT OF COMMERCE

BUREAU OF FOREIGN AND
DOMESTIC COMMERCE

Box

AIDING EXPORT TRADE

IN

**SHOES AND LEATHER
MANUFACTURES**



SHOE AND LEATHER MANUFACTURES
DIVISION

WASHINGTON
GOVERNMENT PRINTING OFFICE
1922

W R 2047 1922

SHOE AND LEATHER MANUFACTURES DIVISION.

The world-wide export field is once more open to manufacturers, and the Shoe and Leather Manufactures Division recently created by Secretary Hoover stands ready to disseminate to those interested in the boot and shoe and allied leather manufactured goods industries authentic trade information gathered from all parts of the world by American Consuls, Commercial Attachés, Trade Commissioners, and other Government representatives.

Economic Importance of the Industry.

The shoe and leather manufactures industries can look back upon their record with just pride. The importance of these industries in the economic life of the United States is manifested by the immense production of the country, as is shown by the 1919 Census of Manufactures.

Capital Invested—Employment.

According to the preliminary figures for the 1919 Census of Manufactures, the capital invested in the various manufacturing enterprises in the United States amounted to \$44,985,958,000. Of this sum \$882,695,000 was credited to the leather manufactures industries, comprising boots, shoes, and slippers, exclusive of rubber; cut stock and findings; harness and saddlery; leather gloves and mittens; pocketbooks; trunks, traveling bags, and valises; and leather goods, other than specified.

The boot and shoe and the allied industries gave employment to 277,558 of the total number of wage earners (9,103,200) employed in the United States in 1919 (211,000 of these were in the boot and shoe industry), and contributed \$1,681,882,000 to the total value (\$62,840,202,000) of all the manufactured goods.

Among the approximately 350 classified industries, according to the value of products, the boot and shoe industry ranks fourteenth.

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Production.

Based on the value of products, the rank and percentage of the various branches within the industry are as follows:

Industry.	Rank.	Per cent.
Boots and shoes (including slippers).....	1	68.7
Cut stock and findings.....	2	13.4
Harness and saddlery.....	3	4.9
Trunks, traveling bags, and valises.....	4	3.8
Leather goods, other than mentioned.....	5	3.2
Gloves and mittens.....	6	2.3
Belting.....	7	2.4
Pocketbooks.....	8	.3

Boot and shoe factories are operated from Maine to California, but the heart of the industry centers in New England, which geographic territory, comprising Maine, New Hampshire, Vermont, Massachusetts, Connecticut, and Rhode Island, contributed \$568,380,400 of the \$1,155,041,436 reported as the value of the boots, shoes, and slippers produced in the United States in 1919. The total output, in number of pairs, was as follows:

Boots and shoes:	Pairs.
Men's.....	95,017,356
Women's.....	104,812,505
Boys' and youths'.....	26,503,432
Misses' and children's.....	48,538,203
Not segregated.....	47,238,157
Slippers.....	8,494,321
Total.....	330,593,974

Export Trade—Information Available.

Approximately 70 per cent of the boots and shoes produced in American factories are consumed in this country. Markets must be found for the surplus remaining, as otherwise the demands of capital already invested in the industry can not be satisfied nor labor given the necessary hours and just reward of work. Shoe and leather manufactured goods are now exported to more than one hundred countries of the world. The

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vital question with the manufacturers is to enlarge this export trade, and it is the purpose and earnest endeavor of the Shoe and Leather Manufacturers Division to aid these industries by placing at their disposal the vast fund of trade information gathered from all quarters of the globe through Government agencies.

Functions of the Division.

Personal touch with the centers of the industries is maintained, and correspondence between the various manufacturers' associations and trade organizations is constantly carried on. The National Boot and Shoe Manufacturers' Association, the New England Shoe and Leather Association, the National Leather Belting Manufacturers' Association, the Philadelphia Shoe Manufacturers' Association, National Shoe Wholesalers' Association, New England Shoe Wholesalers' Association, and the St. Louis Boot and Shoe Manufacturers' Association are already actively cooperating through advisory committees.

Monthly Reports on Trade Conditions.

The Division is arranging with the secretaries of the National Boot and Shoe Manufacturers' Association, National Shoe Wholesalers' Association, National Shoe Retailers' Association, and the New England Shoe and Leather Associations for regular monthly reports of trade conditions and needs.

Card Index a Valuable Adjunct.

When a request is received for information concerning any country, it is only necessary to refer to the card index and find the name of the country desired. For example, under subdivision "Boots and shoes" are cards showing exports, imports, industry in general, factories, markets for, production, and also general subjects, such as competition, economic conditions, industrial activities, trade methods, transportation, etc. If a request is received regarding an industry, everything at hand relating to that industry in any part of the world will be found

carded. The information so carded is obtained from trade journals published in America and various foreign countries, letters and reports from Commercial Attachés, Trade Commissioners, Consuls, and other foreign representatives of our Government.

Import and Export Statistics.

The important export statistics of each month are analyzed with a view to showing the trend of trade and also to enable merchants to know which countries are now demanding the class of goods produced in their factories. These analyses are published in *COMMERCE REPORTS*, the weekly organ of the Bureau of Foreign and Domestic Commerce. Sample copies of *COMMERCE REPORTS* have been mailed by this Division to more than 6,000 firms and individuals interested in the shoe and leather and allied trades.

Questionnaire on Trade Conditions.

It is the intention of this Division to ascertain facts pertinent to foreign trade conditions in various countries through the use of questionnaires requesting information regarding economic conditions, tariffs, freight rates, type of shoes manufactured in said countries, selling prices, exchange situation, and kinds of leather used in manufacture of the highest grade and also the cheapest grade of shoes, etc.

Cooperation with Other Divisions.

Through cooperation with the Division of Foreign Tariffs, Commercial Laws, and Commercial Intelligence there is made available to the industry information concerning foreign tariffs and commercial laws, as well as commercial information regarding foreign firms and individuals in different parts of the world.

Another important activity of the Bureau is the Exporter's Index, the value of which it is desired to bring to the attention of manufacturers and exporters of shoes and leather. This is a card index of American firms that have conformed to certain conditions and are entitled to

the special services rendered by the Bureau, such as confidential bulletins and circulars, the furnishing of names to foreign inquirers, and various other services not available to those whose names are not included in this index.

District and Cooperative Offices.

Important aids to the development of foreign trade are the district and cooperative offices which have been established to expedite the distribution of commercial information. These offices have on file confidential information regarding trade opportunities; lists of importers in foreign countries; trade directories, publications of the Bureau of Foreign and Domestic Commerce, as well as publications of other branches of the Government.

In addition to these data, valuable to American exporters, there are on file specifications, samples, and exhibits which may be inspected by interested persons.

Through the managers of these offices, conferences may be arranged between exporters and consular officers, commercial attachés, and trade commissioners when the latter visit the commercial centers during leave of absence in this country.

Foreign Market Opportunity.

The foreign market never afforded greater opportunity for the introduction of American-made goods. The export figures of 1921 demonstrate that our home manufacturers concentrated upon supplying the domestic trade, and there are indications that this year an intensive foreign campaign will be undertaken, with the slogan "American-made boots, shoes, and other leather goods sold in every market in the world."

American shoe factories are capable of producing from 25 to 50 per cent more than at present, and this surplus product must find an outlet in foreign commerce, which is one of the bases of our industrial and commercial prosperity. Let the Shoe and Leather Manufacturers Division help you with this problem.

DISTRICT OFFICES

NEW YORK: 734 United States Customhouse
NEW ENGLAND: 1801 Customhouse, Boston
CHICAGO: 1424 First National Bank Building
ST. LOUIS: 1209-1210 Liberty Central Trust Co. Building
NEW ORLEANS: 214 Customhouse
SAN FRANCISCO: 306 Customhouse
SEATTLE: 515 Lowman Building
MANILA, P. I.

COOPERATIVE OFFICES

AKRON, OHIO: Chamber of Commerce
ATLANTA, GA.: Chamber of Commerce
BALTIMORE, MD.: Export and Import Board of Trade
BRIDGEPORT, CONN.: Manufacturers' Association
CHATTANOOGA, TENN.: Foreign Trade Secretary, Southern
Railway System
CINCINNATI, OHIO: Chamber of Commerce
CLEVELAND, OHIO: Chamber of Commerce
COLUMBUS, OHIO: Chamber of Commerce
DALLAS, TEX.: Chamber of Commerce
DAYTON, OHIO: Dayton Chamber of Commerce
EL PASO, TEX.: Chamber of Commerce
INDIANAPOLIS, IND.: Chamber of Commerce
LOS ANGELES, CALIF.: Chamber of Commerce
MILWAUKEE, WIS.: Association of Commerce
NEWARK, N. J.: Chamber of Commerce
NORFOLK, VA.: Hampton Roads Maritime Exchange
OMAHA, NEBR.: Chamber of Commerce
PENSACOLA, FLA.: Chamber of Commerce
PHILADELPHIA, PA.: Chamber of Commerce
PITTSBURGH, PA.: Chamber of Commerce
PORTLAND, OREG.: Chamber of Commerce
RICHMOND, VA.: Chamber of Commerce
ROCHESTER, N. Y.: Chamber of Commerce
SYRACUSE, N. Y.: Chamber of Commerce

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